

Program Data Sheet

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|--|--------------------------------------|--|-----------------|
| Name of Event: Swim Under the Stars | | | Pilot Program |
| | | | Revised program |
| | | X | Repeat Program |
| Date: July 22, 2006 | Day of Week: Saturday | Time: 9:00pm - Midnight | |
| Location: Outdoor Pool | Information Phone #: 757-788-4181 | Price: \$1.00 per person | |
| Program Coordinator: Mike Carlomany | | | |
| Phone #: 757-773-4975 | Fax #: | e-mail Address: Michael.j.carlomany@us.army.mil | |
| Purpose of the Event: Fun Event for community. To open the pool to families and individuals and use the pool at night with overhead and underwater lights. | | | |
| Indicator/Measure of Success: Number of visitors to the pool | | | |
| After Action Report (AAR) Comments from Prior Event(s): | | | |

Key POCs

| Name | Requirements | Phone # | Fax # | e-mail | Actions |
|--|-------------------|---------|-------|--------|---------|
| Casemate, Web, E-zine, Flyers on Bathroom stall doors. | Publicity | | | | |
| | Equipment | | | | |
| | Supplies | | | | |
| | Audio/video | | | | |
| | Decorations | | | | |
| | Food & Beverages | | | | |
| | Procurement | | | | |
| | Set-up / Clean-up | | | | |
| | Other | | | | |

After Action Report

| Financial Analysis | | |
|--------------------|---------|---|
| Sales: | 103.00 | Notes: The event was very successful. I personally spoke to almost everyone that attended the event. Everyone had a great time. Most requested that some type of food be available. |
| COGS: | | |
| Other Revenues: | | |
| Labor: | \$66.00 | |
| Other Expenses: | | |
| NIBD: | \$37.00 | |

| Program Analysis | |
|--|--|
| Attendance: 103 | |
| Indicator/Measure of Success: Attendance Remains good | |
| Elements to Change: Price for members remains \$1 Price for non-members raised to \$2.50 | |
| Elements to Eliminate: | |
| Elements to Add: Have concessions available | |
| Other Comments: Posting signs on the locker room/bathroom doors gave tremendous exposure. | |